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them--as well as mixed-methods research, a subject on which he is an authority. Avoiding complicated mathematical formulas, he takes a non-technical approach to the range of tools available for the analysis of quantitative data. This approach provides students with a clear guide for creating their own research projects, choosing a method of analysis, interpreting their findings, and writing up their research. Thoroughly revised and updated in this third edition, Social Research Methods features exciting new boxed material, including helpful "Research in Focus" boxes that put real-life research in

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research · New screen-shots and step-by-step instructions for the latest versions of SPSS and NVivo, which help students analyze quantitative and qualitative data Supplements A Companion Website for both students and instructors. · For instructors, the website offers a test bank, PowerPoint slides, notes to accompany the slides, and case studies with questions. · For students, the site provides instant feedback multiple-choice questions, web links, an online research guide, interactive Excel tutorials, an interactive project guide, and accounts of real-life student research experiences.

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Social Research Methods, First Canadian edition, provides students with the conceptual building blocks and essential tools for conducting quantitative and qualitative research. Tackling complex and subtle and methodological issues in ways that require reflection rather than regurgitation, this text challenges students to think freely, critically, and creatively.

Clear, comprehensive, and trusted, Bryman's Social Research Methods has guided over a quarter of a million students through their

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An adaptation of 'Social Research Methods' by Alan Bryman, this volume provides a comprehensive introduction to the area of business research methods. It gives students an assessment of the contexts within which different methods may be used and how they should be implemented.

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The best decisions made by public managers are based not on instinct, but on an informed understanding of what's happening on the ground. Policy may be directed by ideology, but it must also be founded on reality. The challenge of making the right decisions as a public manager is often, therefore, based on the need for rigorous, actionable research. Now in a thoughtfully revised second edition, this textbook shows students of Public Administration exactly how to use both qualitative and quantitative research techniques to give them the best chance to make the right decisions. Uniquely, Eller,

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Now in its fourth Canadian edition, Social Research Methods remains the go-to research guide for undergraduates in the social sciences. Offering practical, step-by-step



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advice, the authors take readers through all stages of the processes involved in both quantitative and qualitative research, from formulating questions, choosing methods, and recruiting participants to analyzing the data and writing up the results.

First published in 1988. Routledge is an imprint of Taylor & Francis, an informa company.

The book provides the reader with an understanding of the importance of research design and its place in the research process;

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describes the main types of research designs in social research; explains the logic and purposes of design to enable students to evaluate particular research strategies; equips students with the design skills to operate in real-world research situations.

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